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Divya Spandana Poduri

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| **Summary**Management information systems graduate looking for a career in digital data analytics and ecommerce with orientation for analysis and strategy, in a communicative environment benefitting initiatives. **Education**  |

**The University of Texas at Dallas** December 2017

MS in Information Technology and Management GPA- 3.53

**Jawaharlal Nehru Technological University** May 2013

Bachelor of Technology in Electrical and Electronic Engineering GPA- 3.6

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| **Technical Skills**  |

Analysis Tools: SAS (Enterprise Miner), SAP Business Objects, MS Excel (Data Analysis, Data Analysis plus, Pivot Tables)

Web Tools: Google Analytics, Adobe Sitecatalyst, Ensighten Tagmanagement, Adobe DTM, Adobe Test and Target, Google Adsense and Adwords, Google Tagmanager.

Operating Systems: UNIX, Windows

Software: Tableau, Web Intelligence Rich Client, Qlickview

Databases: Oracle 11g, SAP HANA, SQL server

Productivity Tools: MS Word, MS Outlook, MS PowerPoint, MS Access, Oracle Forms and Reports,ETL.

Programming: Java, C, HTML, CSS, R, SQL/PLSQL, VB Scripting, JavaScript, JQuery.

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| **Certifications:** SAS Certified Base Programmer for SAS 9 , Ensighten Certified Professional, GAIQ, NCFM Business analysis**Business Experience** **Lead HCM Analyst, NVision IT Solutions** November 2019- Present* Manage and maintain database
* Recruiting, staffing, interview scheduling, screening process management.
* Resource validation and allocation to projects
* Work on varied job platforms in identification and fulfillment of staffing needs.

**Marketing Operations Analyst, Dell** March 2018- August 2018* Worked on auditing the website data for Microsoft, a premier client of Dell using the Excel and crawler (VBA script) tools.
* Worked on the primary build of the team as a pilot team member
* Report generation and analysis of weekly defect management through excel was a part of my routine.
* Enabled identification and generation of new areas affected on the website with abiding legal terms of the clientele.
* Worked on automation scripting of certain processes in the project using python and VBA macros for auto filling of excel columns.
* Produced Web scrapping and excel to word auto file generation code through python.

**Web Data Analyst Intern, Rang Technologies** January 2016- May 2016* Identified opportunities to leverage analytics to improve processes and drive actionable insight to improvise websites.
* Defined KPI according to business requirement.
* Identified, gathered, and analyzed multi-dimensional data sets utilizing tools like adobe site catalyst, google analytics.
* Designed advanced analytical solutions through campaigns, surveys for better customer response.
* Paved the way for a successful migration by completing an AS-IS study and documenting existing integrations.
* Improved understanding of business and IT processes by interfacing between stakeholders and the different teams involved in application development
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| **Marketing Intern, Frost Bytes an Ice cream chain Startup Company in Hyderabad.** April 2014- July 2014* Developed individualized marketing plan to create new market place for company and brand improvement campaigns through tag management.
* Analyzed marketing objectives and developed new social media marketing platform using SQL and HTML
* Improved various social platform publicity and initiated programs and events to promote the brand.
* Identify and execute ‘test and learn’ use cases to create a business case for a differentiated and personalized marketing and messaging strategy
* Perform regular and adhoc analysis that identifies actionable marketing insights, marketing influenced revenue opportunities, enhanced customer experience and functional cost-savings.
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**Associate Software Engineer, Accenture.Ltd** August 2013 - May 2014

**Liberty Global International UPC (Cable Company)**

* Implemented new package codes through SQL coding.
* Played a key role client server upgrading team which focused on application, development and maintenance.
* Developed Reports for the pre and post analysis of the strategies.
* Reduced system failure for the application supported by our project by 10% in the year 2013 through SQL bug detection in the scripts.
* Worked on PDF generation, SQL script linking and XML scripts related to the email bill generation from PL SQL database.
* Mentored 3 entry-level trainees in the project and facilitated their knowledge transition process.

**Academic Projects**

**O’Comets (open source portal for UTD)** December 2017

* Proposed an idea of a customized open source community, a large scale data base to address the needs of UTD Comets by preparing Functional Specification document and followed Agile methodology (SDLC), and extended for mobile application.
* Modeled the proposed system using BPMN model and transformed the model into detailed design using context diagram, use case description and diagram, sequence diagram, class diagram and database schema

**Web Analytics (Google Online Marketing Challenge)** May 2015

* Improved traffic to a real world website of “Front Door Fashions”, shopping online portal using Google Analytics and Google Adwords with a 250$ budget provided by Google.
* Worked on tags and keyword improvement in order to obtain top rank.
* Used A/B testing, statistic data analysis on the reports.
* Implementation of bidding and white hat strategies for benefiting the brand value of the company.

**Business Intelligence and Software Project using SAS E-Miner** May 2015

* Analyzed data from the Office of Airline Information and Bureau of Transportation Statistics (BTS), Analyzing flight performance and delay trends using SAS E-Miner.
* Some trends that we examined were the average flight delay minutes during specific weather conditions and how many delays are due to weather, security, or other reasons.
* Used Association rules (Apriori algorithm), clustering using k means, and decision trees to find out patterns.

**Data Management Project – ER Model, Data Model** November 2014

* Provided a realistic experience in the conceptual design, logical design, implementation, operation, and maintenance of a small relational database using MS SQL Server.
* Developed an Entity-Relationship model representing the conceptual design of the database application for a small startup that would help small, private universities plan for Federal Student Aid programs.

**Leadership Experience, Organizations and Awards**

* + - Associate Vice President of Administration, Ascend – UT Dallas Student Chapter. January 2015 - May 2016
		- Awarded JSOM scholarship for fall 2015. August 2015 - May 2016
		- Newsletter editor at Accenture. August 2013 - May 2014
		- Secretary and Vice President of Technical Engineering Joint Association of Staff and Students, GNITS. August 2011 - May 2013
		- Worked with an NGO called HSCO as an intern for developing and structuring course material June 2012 – July 2012